UPM Max S G

Are you on a tight schedule and want reliable print runs? UPM Max combines printability, functionality and repeatability. It's your best choice for retail promotional advertising, magazines or catalogs.

Recommended end-uses

Advertising material | Catalogues | Magazines | Newspaper inserts

Product information

Regions	North America
Business contact	UPM Communication Papers
Category	Rotogravure papers |
Description	Use lower basis weights for your printed product without compromising quality. UPM Max S is an ideal combination of increased bulk and opacity with excellent printability.
Grade	Supercalendered (SC)
Finish	Silk
Furnish	Mechanical pulp
Printing method	Rotogravure
Format/Size	Rolls
Reel diameter (inch)	35,0 - 59,0
Reel width (inch)	24,0 - 173,0
Core (inch)	3,0 / 6,0
Wrapping	Strong kraft paper | Strong moisture proof polyethylene laminated kraft paper
Note	PEFC and FSC on request but subject to availability.

Certificates

Product Compliance	EU Ecolabel
Fibre Certificates	FSC Chain-of-Custody | PEFC Chain-of-Custody
Mill Certificates	EMAS | ISO 14001 | ISO 9001

Technical target values

Basis weight-text (ISO 536) (lbs)	**26.4**	**28**	**28.4**	**30.4**	**32.4**	**35.1**
Brightness GE (ISO 2470-2) (%)	67	67	67	67	67	68
Opacity TAPPI (T425) (%)	83	84	84	86	88	90
Gloss Hunter (ISO 8254-1, T 480) (%)	42	42	43	40	40	41
Caliper (mils)	1.4	1.5	1.5	1.8	1.9	2.0
PPI (pages)	1429	1333	1333	1250	1052	1000

Max S G material code: 100781

UPM grades (except Blandin) are manufactured to D65 standards. Tappi measurements are estimated values. Blandin manufactured to Tappi specifications.
UPM grades are not manufactured to caliper targets, except as noted. Contact your sales team for more details, or to discuss caliper sensitive applications.

Please note: Technical values are informative and subject to production variations.